



FOR IMMEDIATE RELEASE

RCI Celebrates 40th Anniversary with Co-founder and Philanthropist Christel DeHaan

The vacation exchange leader marked the occasion at the ARDA World 2014 conference in Las Vegas



Gordon Gurnik, RCI president, with Christel DeHaan, RCI co-founder

LAS VEGAS (April 9, 2014) – As part of its year-long anniversary celebration, [RCI](#) commemorated 40 years of sending families on vacations with co-founder Christel DeHaan at the 2014 ARDA (American Resort Development Association) World conference in Las Vegas yesterday.

RCI was established in 1974, pioneering the concept of vacation exchange and expanding the travel opportunities available to timeshare owners. The company has since grown to become the leader in the industry with nearly 4,500 affiliated resorts and approximately 3.7 million subscribing members.

Conference attendees gathered at the RCI® booth, the largest on the trade show floor, to listen to DeHaan and RCI President Gordon Gurnik reflect on the beginnings of the company, and how the organization and the vacation ownership industry has changed over the last four decades.

Reflecting on the anniversary, DeHaan said, “From the very beginning, RCI focused on bringing value to its customers – both affiliates and members – by running a company known for its quality staff, innovation, creativity, ethics and high standards. Although much has changed in the industry, RCI continues to embrace these principles as its business philosophy.”

After selling RCI in 1996, DeHaan founded the nonprofit organization [Christel House International](#). Just as she expanded travel opportunities for timeshare owners by co-founding RCI, DeHaan has also expanded the opportunities for children to become self-sufficient, contributing members of society through Christel House. The organization aims to help its more than 4,000 children around the world break the cycle of poverty and realize their hopes and dreams through Learning Centers in the U.S., India, Mexico and South Africa, as well as outreach programs in Serbia and Venezuela. RCI continues to be one of Christel House’s most ardent supporters and sponsors.

About RCI

RCI is the worldwide leader in vacation exchange with nearly 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry’s first global points-based exchange system, RCI provides flexible vacation options to its approximately 3.7 million RCI subscribing members each year. RCI’s luxury exchange program, *The Registry Collection*®, is the world’s largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents. RCI is part of Wyndham Exchange & Rentals and the Wyndham Worldwide family of brands (NYSE: WYN). For additional information visit our [media center](#), rciaffiliates.com or [The RCI Blog](#). RCI also can be found on Facebook, YouTube and Twitter.

About Christel House

Christel House solves the problem of poverty. It doesn’t just treat the symptoms. Once that cycle of poverty is broken, all future generations benefit. Much more than a school, CHI was established in 1998 by Founder, Christel DeHaan, and currently provides over 4,000 impoverished children around the world with high quality education, nutritious meals, regular health care, character and life skills development, and career counseling. Students graduate to become productive citizens. They are confident, hardworking, responsible and ethical, with a passion for giving back to their communities and caring for their families. CHI operates six learning centers in India, Mexico, South Africa and the U.S.A., as well as a career development program in Venezuela. For more information, please visit www.christelhouse.org.

###

MEDIA CONTACTS:

RCI
Steven Alessandrini
(973) 753-8278
Steven.Alessandrini@rci.com

RCI
Catherine Reynolds
(973) 752-4662
Catherine.Reynolds@rci.com